



Special Events Guide Rev. 0812

Subject to change without notice

Check with Director of Tourism 575-257-7395

SPECIAL EVENTS FUNDING – Lodger's Tax

The Lodger's Tax Committee oversees and recommends lodger's tax expenditures, with the approval of the Village Council. Special events funding is available to "assist and encourage marketing and advertising of the Ruidoso area that promotes tourism, travel and economic development".

The eligibility guidelines for promotion of special events are as follows:

- A. Agree to comply with any and all laws of the State of New Mexico and the Village of Ruidoso.
- B. Have an established organization that can demonstrate its ability to accomplish the proposed project in compliance with this policy and guidelines.
- C. Complete all required forms and applications.
- D. **All print, television and electronic media (internet banner ads, websites, e-newsletters etc.) must include the Village Governing Body approved Ruidoso logo (see logo at the top of this page).** Radio media is exempt from this requirement. **Event websites must include a link to www.DiscoverRuidoso.com if costs for that website will be submitted as an eligible expense for reimbursement.**
- E. All applicants are recommended to coordinate with the Director of Tourism for the best possible marketing and promotions of their event.
- F. Use of funds are restricted to an advertising matching basis:
 - 1. **First Year Event:** Funding request cannot exceed \$5,000.00 (matched by Lodger's Tax at 80% of the amount spent on marketing).
 - 2. **Second and Subsequent Years:** Funding request cannot exceed \$5,000.00 (matched by Lodger's Tax at 50% of the amount spent on marketing, a one-to-one match).
 - 3. **PAID** receipts for all expenditures must be turned in for reimbursement, accompanied by copies of all print and electronic media (screen shot of web site, e-newsletters, banner ads etc.).

Applications will be considered favorably which address events or festivals that enhance the economy of the Village

Criteria to assess the merits of a particular event will include, but not necessarily be limited to the following (in no particular order):

- A. The time of year – events will be considered more favorably at traditionally slower times of the year based on lodger’s tax revenue history and reported occupancy; and,
- B. Expected attendance; and,
- C. Location – in Ruidoso or proximity to Ruidoso; and,
- D. Promotion – how much are the organizers prepared to spend on advertising, will advertising be local, regional, statewide, national or international. This will be used in evaluation of the type of event and how funds are best expended to increase the number of visitors; and,
- E. Events will be considered favorably that are considered attractors rather than attractions.

Attractors are defined as the specific special event(s) that is the primary reason for visitors to travel to this area.

Attraction is a venue that is an established facility for the purpose of entertainment and recreation.

- F. Length of event – one day, two days or several days; and,
- G. Overall potential economic impact to Ruidoso, including Lodger’s Tax revenue.

Eligibility for funds:

- A. Advertising placement: the cost of insertion of advertisements in media including but not limited to radio, TV, magazines, newspapers, internet, electronic media and advertising directly related costs or any reasonable production cost.
- B. Outdoor and indoor advertising: signs, billboard rentals, banners
- C. Printing: cost of printing of promotional material: brochures, posters, billboards and cost of production.
- D. Direct mailing and distribution of promotional material.
- E. Funds could be expended for other uses to attract new events to Ruidoso with approval of the Governing Body.
- F. Specialty advertising products: e.g. mugs, pens, pins, hats and t-shirts – NOT TO EXCEED 20% OF THE TOTAL AMOUNT FUNDED

Ineligibility for funds:

- A. Staff compensation.
- B. Meals, lodging, entertainment or travel expenses.
- C. Telephone.

SPECIAL EVENT FUNDING – HOW IT WORKS:

- A. Timing, Budgets & Materials: Submit Village of Ruidoso Lodgers Tax Funds Application (available from Director of Tourism) at least eight (8) days prior to Lodger’s Tax meeting to be included in the agenda. Include a budget for your event and any marketing materials or flyers (if your marketing materials are in color, provide 10 copies.)
- B. Funding award:
 - 1. Acting on your request, the Lodger’s Tax Committee will make a funding recommendation (anywhere from \$0 to the \$ amount you requested) to the Village Council for approval.

2. Upon Council approval, the Director of Tourism will mail a notice of funding award. Please bear in mind that the majority of lodgers tax funding recommendations are included in the annual Village budget and therefore subject to approval by the New Mexico Dept. of Financial Affairs.
- C. Invoice reimbursement; how it works:
 1. It is your responsibility to pay advertising and marketing invoices by their due date.
 2. **Within 60 days after event**, submit completed Request for Payment Report with an itemized list of reimbursable items, receipts, invoices, budget and copies of ads and tear sheets from print publications.
 3. Submit completed W-9 form.

LODGERS TAX MEETINGS

- A. Village of Ruidoso Lodger's Tax Committee meets on the second Thursday of each month at 1:00pm. To be added to the meeting agenda to request funding for a special event, contact the Village Clerk at least eight (8) days prior to the scheduled meeting. Most of the funding for special events is conducted at the Special Lodger's Tax Committee meeting for Special Events funding in April. Please check with the Village Clerk, Lodger's Tax Committee Chair or Director of Tourism for date and time (Remaining special event funds are limited after the April meeting).

EVENT APPLICATION

- A. A Village of Ruidoso Event Application form must be completed if you will be using an event location within the Village limits. If event is to be held on Village property, such as Wingfield Event Park, Schoolhouse Park or any Village owned venue EXCEPT the Ruidoso Convention Center, a per-day fee will be charged. The permit has a five (5) day limit per event. A refundable deposit is required for each event. Obtain event information, requirements and a list of charges from the Parks and Recreation Director.
- B. The form will require:
 1. Attach copy of Certificate of Insurance
 2. Attach signed Village of Ruidoso Indemnification and Hold Harmless Agreement form.
 3. Attach written permission from property owners where event is to be held; and attach signed Village of Ruidoso Event Application with signatures of Village Planning Director, Fire Chief, Police Chief, Parks and Recreation Director and Village Clerk or Deputy Clerk. By obtaining signatures from each of these Village department managers in person, it allows them to learn of your event and for specific questions to be addressed.
 4. Attach scaled, dimensioned plan of events premises showing location and activity for all interior and exterior activities including vending booths, stands and tents. Emergency access shall be maintained throughout duration of special events for all interior and exterior activities.
 5. Attach proof of available parking to accommodate estimated traffic.
 6. Attach certification of restrooms during all hours of operation.

7. If alcoholic beverages are to be available or permitted, attach copy of Special Dispenser's Permit (also known as Picnic License).
- C. Liquor service at the Ruidoso Convention Center: contact the Ruidoso Convention Center Conference Coordinator at 575-285-5445 or the Lodge at Sierra Blanca (liquor vendor) at 575-285-5500 for charges, rules and information. No local or state permits are required for liquor service at the convention center.
- D. Liquor service at any other venue within the Village: contact an establishment within the Village limits with a New Mexico Dispenser's License to serve alcoholic beverages at a special event. They will abide by state and local alcohol statutes and provide licensed servers. Here are some of the requirements:
1. They will require about 30 days' notice in order to obtain the Special Dispenser's Permit (also known as Picnic License) from the NM Alcohol and Gaming Division.
 2. The required permit fee, original signatures and all required information must be submitted. Incomplete applications will not be processed.
 3. The application must be accompanied by written permission from the Governing Body of the Village.
 4. The application must contain a drawing of the location of the event and the place (fenced area) where alcoholic beverages will be dispensed and consumed.
 5. Special dispenser's permits will not be issued for more than three (3) consecutive days without written authorization from the Director of NM Alcohol and Gaming.
 6. The application shall contain a statement of the number of people expected and the security which will be provided. If the director does not deem the security sufficient, the director may deny the permit.
 7. The licensee must be the holder of a valid dispenser's license and authorized to sell or serve alcoholic beverages in the local option district where the event is to be held.
 8. For more information, go to:
<http://www.nmcpr.state.nm.us/nmac/parts/title15/15.011.0025.htm> or
<http://www.rld/state.nm.us/agd/index.htm>
- E. Food Service at the Convention Center: If you plan to offer food service or have food booths at your event at the Ruidoso Convention Center, contact the conference coordinator at 575-258-5445. Food service may be limited to authorized caterers.
- F. Food Service at all other venues: A Temporary Food Service Permit is required. Contact the State of NM Environment Dept. – Ruidoso Field Office at 1216 Mechem Drive, Suite 2 or call 575-258-3272. They will provide a Temporary Food Service Application form that must be completed prior to the event (they request 10 to 30 days prior to the event date). The permit is free for an event of one or two days. A fee of \$25 will apply for an event of three or more days. The inspector will arrive at the event and check food safety.